

Acquisti Verdi nel Turismo



**Green Procurement
for Tourism**

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MCA 7th eCommerce Forum
Malta 17th June 2011

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RIMINI Riviera at a glance


Province of Rimini is an Italian Local Authority committed to the sustainable development of its community of 320.000 people living in 800 km² of a sandy coastal area along the Adriatic Sea


Since 1843, when the first beach establishment was founded, the history of Rimini Riviera is strongly linked to the tourism

Province of Rimini is a leading destination in Italy and in Europe, welcoming over 16 million tourists per year. The tourism sector is characterized by a high presence of SMEs: 2145 hotels (140.000 beds) along 40 km. of the coast, 1950 restaurants and 2200 bars/pubs

EMILIA ROMAGNA Region



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RIMINI Riviera at a glance: it's only 150 years old





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RIMINI Riviera and Sustainability :Mission Impossible ?



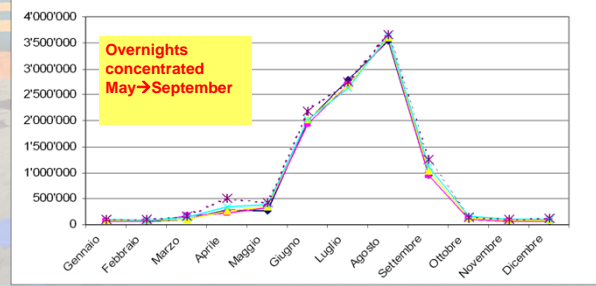
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RIMINI Riviera and Sustainability : Mission Impossible ?
Seasonality is the Key Issue

Overnights per year → 16.000.000 80% italians 20% foreigners



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RIMINI Riviera and Sustainability
Our Path for Sustainable Tourism

Seconda Conferenza Internazionale sul Turismo Sostenibile

Sostenibilità, Competitività e Identità nelle Destinazioni Turistiche

Palazzo dei Congressi di Riccione, Riviera di Rimini, Italia
27/29 novembre 2008

Second International Conference on Sustainable Tourism

Sustainability, Competitiveness and Identity in Tourism Destinations

Riccione Conference Centre, Riviera di Rimini, Italy
27/29 November 2008

promossa da / promoted by

Provincia di Rimini

Regione Emilia-Romagna

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RIMINI Riviera and Sustainability
Our Path for Sustainable Tourism

- A long term strategy is needed for tourism sustainability **but** at the same time it is important to achieve concrete results within short period
- It is necessary to build strong partnership between public and private sector **but** being conscious of the proper roles, that's to say it's better if you don't do the job that others do at best
- It is necessary benchmarking, learning from the best and their best practices **but** trying to find solutions suitable to the own environmental, economic and social context
- A bottom up approach is preferred for the problem solving, it is desiderable a full and conscious participation to the maximum number of stakeholders within Agenda 21 process

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RIMINI Riviera and Sustainability Our Path for Sustainable Tourism

Key Themes	Key Players
Territory and Environment	Public Bodies (Regions, Provinces Municipalities, Tourism Dev Agencies)
Tourism and Hospitality Services	Representatives of Private Operators of the tourism chain (Hotel Owners, Restaurant Owners, Tour Operators, travel Agencies, Transport Carriers, etc.)
Tourism Market	Internet Providers, Social Network, Consumers' Association, etc.
Tourism Labour Market	Trade Unions etc..

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RIMINI Riviera and Sustainability Green Procurement for Sustainable Tourism

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Portal Green Procurement for Tourism: What's That?

[www.acquistiverditurismo.com](http://www.acquistiverdititurismo.com) is a web Portal for the purchase of ecological products by groups of hotel on the Adriatic Coast.

The reason for the policy is the implementation of sustainable instruments within hotel management, and thus the development of the portal www.acquistiverditurismo.it, as an alternative distribution channel of ecological products.

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Portal Green Procurement for Tourism: What's That?

The portal is a distribution channel on which an on-line auction was created for the purchase of ecological products by groups of hotels located in the Province of Rimini, on the Adriatic Coast.

On the portal, only product orders for the purchase of goods are made.

Once the auction is closed and the actual sale is made, the goods are transported by the means of one shipment to a common drop-off point on the coastline of Rimini, from which are then picked-up.

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Portal Green Procurement for Tourism: What's That?

www.acquistiverditurismo.it, managed by Hotel Service srl (Riccione), offers its beneficiaries the following services:

- Negotiates supply and demand of products in order to get the most competitive price.
- Trains and assists hotel management in the use of the portal.
- Manages the database of product suppliers and hotels.
- Continuously up-dates on-line special offers, prices, quantity of products sold...
- Sends a periodic newsletter to all the local branches of Federalberghi (association of hotel owners).



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Portal Green Procurement for Tourism: What's That?

Products offered on the portal:

- 0km green products: certified eco-friendly products produced by enterprises located in the Province of Rimini.
- 0km products: products that are produced locally, in the Province of Rimini.
- Green products: certified eco-friendly products.



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Portal Green Procurement for Tourism: ICT Role

ICT is essential to the policy.
Its use has permitted an alternative to traditional distribution channels.

ICT provides the answer to lowering the cost of supply, due to the costs required for certification, thereby promoting the creation of demand for eco-friendly products.

Moreover, ICT enabled the establishment of a common platform that creates a market of its own and actually does not follow the price trends of a traditional auction. In other words, on the portal, when more bids are placed, the price of the products decrease; the contrary to what occurs in a traditional auction.



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Portal Green Procurement for Tourism: What's That?



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Portal Green Procurement for Tourism: What's That?

lo risparmio anidride Carbonica
Acquistando i prodotti Verdi fai del bene al nostro ambiente
Scopri quanto Anidride Carbonica abbiamo risparmiato grazie agli ACQUISTI VERDI

Il Circuito ACQUISTI VERDI in ITALIA
Acquisti Verdi turismo è un gruppo di acquisto per gli operatori del turismo nato dalla collaborazione tra Provincia di Rimini, Federalberghi e le Associazioni Albergatori del territorio.
Il portale principalmente rivolto agli albergatori è aperto anche ad altre aziende, enti e privati.
Gli acquirenti si uniscono per ottenere sconti sempre più consistenti per l'acquisto di prodotti verdi.
Alla scadenza dell'offerta tutti coloro che hanno prenotato acquisteranno il prodotto con lo stesso prezzo finale più basso.
Ordinare è facile e sicuro: perché non si effettuano pagamenti on line, ma "solo prenotazioni".

PRIMA DI INIZIARE LA NAVIGAZIONE SCEGLI LA TUA PROVINCIA ...
... E SCEGLI LA CITTÀ

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Portal Green Procurement for Tourism: Needs → Goals

Needs covered by the Policy

- ❖ to identify suppliers of certified ecological products
- ❖ to guarantee that the products listed are certified
- ❖ to identify the demand and its relative needs for ecological products

Goals

The Provincial Authority of Rimini has committed itself to a plan, which purpose is to enhance relations between suppliers (producers) of eco-friendly products and the SMEs of the tourism sector that purchase them.

Goals of the policy:

- > to favor the use of sustainable practices
- > to decrease the price ecological products
- > Negotiate supply and demand for products to get best price
- > to reduce carbon monoxide emissions

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Portal Green Procurement for Tourism: Motivation

Origin and Motivation

Rimini Riviera is leading destination in Italy and in Europe, welcoming over 16 million tourists per year. The tourism sector is characterized by a high presence of SMEs: 2145 hotels, 1950 restaurants and 2200 bars/pubs.

The Provincial Authority promotes sustainable policies, to enhance environmental performance and increase the quality of services rendered.

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Portal Green Procurement for Tourism :Promoters Beneficiaries Partners

Sito web patrocinato dalla
PROVINCIA DI RIMINI

acquistiVerdi.it
Spazio business al verde smart

Riccione
FEDERALBERGHI
Cattolica
ARPA

Promoters:

- o Province of Rimini
- o Hotelier's association of Riccione
- o Federalberghi Italia (National Association of hotel owners)
- o Punto 3 Srl

Beneficiaries:

- Producers of eco friendly products
- Service & hospitality providers
- Public entities that follow a GP policy

Partners:

- Italian Ministry of Environment
- ISPRA (ex APAT) Ecolabel-Ecoaudit Sector
- Federalberghi
- Italian Local Agenda 21 Association
- ARPA Emilia-Romagna

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Portal Green Procurement for Tourism : Development Phase

The development phase took over 2 years:

2007 was characterized by the start-up and planning of the portal

In 2008, simulations of the portal were done

In 2009, the experimental phase was initiated between buyers and sellers, after which the portal began to operate.



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Portal Green Procurement for Tourism : Development Phase

More detailed activities of the Provincial Authority of Rimini, with the help of Hotel Owners Association:

- creation an on-line auction.
- Promotion of the creation of informal networks between hotels for them to purchase in groups
- identification of the suppliers of certified ecological products.
- guarantee that the products listed are certified.
- Identification of the demand and its relative needs for ecological products
- interviewed 150 hotels, in order to identify and analyze the type and quantity for ecological products demanded.
- they also organized a "business to business" convention with the purpose to increase awareness and to promote negotiations for the sale and purchase of eco-friendly products.



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Portal Green Procurement for Tourism: a Useful Tool

Useful tools for SMEs

- From the economical point of view -> Get **great discounts** buying as a group and not as single
- Managing an accommodation facility in an eco-friendly manner means respecting the environment, offering a quality service and saving on costs too.
- Environmental protection should not be considered a burden. In fact, the entrepreneurs who have adopted "environmental practices" have discovered it brings a number of advantages, first of all a reduction in costs thanks to savings linked to energy, water and waste collection



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Portal Green Procurement for Tourism: a Useful Tool

Useful tools for SMEs

- The increased trust of investors and public administrators - adopting "environmental practices" indicates strong managerial skills and respect for local identity
- The promotion and consolidation of corporate image, with the greater competitiveness that comes from being in line with current trends in the tourist markets, which forecast an increase in tourist demand for "environmental quality"
- The opportunity to communicate commitment through products that are immediately visible and used by guests (breakfast foods, personal hygiene products, means of transport, use of recycled paper, etc.)



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Portal Green Procurement for Tourism: a Useful Tool

Useful Tools for Tourism Destination



- ❑ The increased quality of the hospitality sector
- ❑ The reduction of the traffic due to the goods' deliveries
- ❑ The contribute to the improvement of the imagine/ brand of the tourism destination
- ❑ The benefits for the local population due to a growing local green economy sector

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Portal Green Procurement for Tourism: a Useful Tool

Useful Tool for Environment

- ❑ Contribution to the Climate Change Mitigation. A measurable indicator is the decrease of CO2 emissions, essentially due to 2 factors:
 - o distribution
 - o product life cycle.
- ❑ The fact that the product orders for several hotels located in a determined zone are compacted, transportation is reduced and ultimately so are CO2 emissions. Moreover, the products themselves are eco-friendly certified, and thus lessen their environmental impact.

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Portal Green Procurement for Tourism: Result Achieved

Quantitative Results:

- 100 products are listed on the portal
- 70 hotels have purchased on-line
- 5923 of single products where bought
- € 50.549 of on-line sales

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Portal Green Procurement for Tourism: Results achieved → Awards

 On 15 April 2010, the Province of Rimini has been awarded in 2010 the Prize "Sustainable and green public procurement projects" promoted by the Italian Ministry of Economy and Consip Spa and addressed to Public Administrations and businesses that have achieved significant results in the field of environmental sustainability

 On 6 October 2008 our GP portal received a special mention in the "BUY GREEN" Fair in Cremona
PREMIO 2008 - MENZIONE SPECIALE
migliore politica di GPP realizzata - sezione Italia

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Portal Green Procurement for Tourism: Next Steps

Province of Rimini as responsible of the "Sustainable Tourism" Task Force in the Italian Local Agenda 21 Association (more than 500 Local Authorities involved), since 2008 is strongly promoting the portal among the most visited Italian tourism destinations.

The interest and the involvement of public administrators and private operators is growing and growing.

Province of Rimini as Necstour member (Necstour is the European Network for Sustainable and Competitive Tourism) is committed to raise awareness about the benefits of Green Procurement in Tourism Sector and about the creation at national level of the 27th European countries of a GP web portal



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Portal Green Procurement for Tourism: Next Steps

The Regional Government of Emilia-Romagna has recognized the project "Green purchases in the tourism sector" (Acquisti Verdi nel Turismo) as a good practice to be promoted and disseminated among tourism operators within the ERNEST (European Research Network on Sustainable Tourism).

The portal is operative for hotels on the national territory, and the policy has not yet been transferred to other regions of Europe.



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Portal Green Procurement for Tourism: Next Steps

However, a methodology for transference has been devised according to the following criteria:

The first step is to establish whether or not in the "host region" are present eco-certified hotels and SMEs that produce eco-friendly products.

In the case that there is a range of green hotels, these could either directly purchase eco products from the producing SMEs of the region, or in their absence, import the products.

With regards to the portal, it was thought to create a satellite of the Italian portal, thereby the hotels would import eco-friendly products from Italy.

Another possibility would be to create a portal in the "host region" where hotels could purchase locally produced eco-friendly products.



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Last but not least....

The Video Message of the
Riccione Hoteliers' Association
Director ,Mr. Luca Cevoli

[http://www.youtube.com/user/albergatoriccione?
feature=mhee#p/a/u/0/dipvYQWaAN0](http://www.youtube.com/user/albergatoriccione?feature=mhee#p/a/u/0/dipvYQWaAN0)



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**SUSTAINABLE
TOURISM**

**Thank you
for your attention**

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